# RJ REYNOLDS

TOBACCO COMPANY

COPY

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Region Operations Mgr

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Fax (716) 634-3145

April 16, 1997

RJR Account #655364
BRU-CEL

JUNE DORAL B2G1F / PROMOTION #700272

Dear Lorinda:

*DORAL* B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 30 skus of B2G1F Displays (Item #525101) to pack and ship this promotion to your participating retail accounts.

| DORAL BRAND STYLE | B2G1F UPC Code | #/ (6M) Cases B1G1F |
|---|---|---|
| ***Full Flavor Box*** | 12300-24065 | 2 |
| ***Light Box*** | 12300-24066 | 2 |
| ***Full Flavor 100*** | 12300-24063 | 1 |
| ***Light 100*** | 12300-24062 | 2 |

***DISPLAY DETAIL***
*EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.*
*EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.*
*EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.*
*THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.*
*IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

Product / Premium Arrival: **May 12, 1997**

Ship Date to Retail: **Week of: May 19, 1997**

SKU CUBE: **0.9960**
SKU WT (w/o Product): **1.7200 lbs**
Retail Sales Offer per Sku: **21 Offers**

Billing per Sku:
**5 Savings Cartons (if additional live pack is added to Display)**
**4.9 Savings Cartons (if additional live pack is NOT added to Display)**

EFT $ Amount: **$1,143.98**
Non-EFT $ Amount: **$N/A**

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Source: https://www.industrydocuments.ucsf.edu/docs/gjdn0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:

* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  *BRAND STYLES: DORAL FF BOX / DORAL LT BOX / DORAL FF 100 / DORAL LT 100*
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
* ONE COPY OF THE ATTACHED BLUE 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

***RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.***
*(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)*

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $34.30 (2.45 (12M) case(s) @ $14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: A. Zecca
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Retailer Letters (blue copies)

**Note to RJR Manager:**
**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

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Source: https://www.industrydocuments.ucsf.edu/docs/gjdn0000

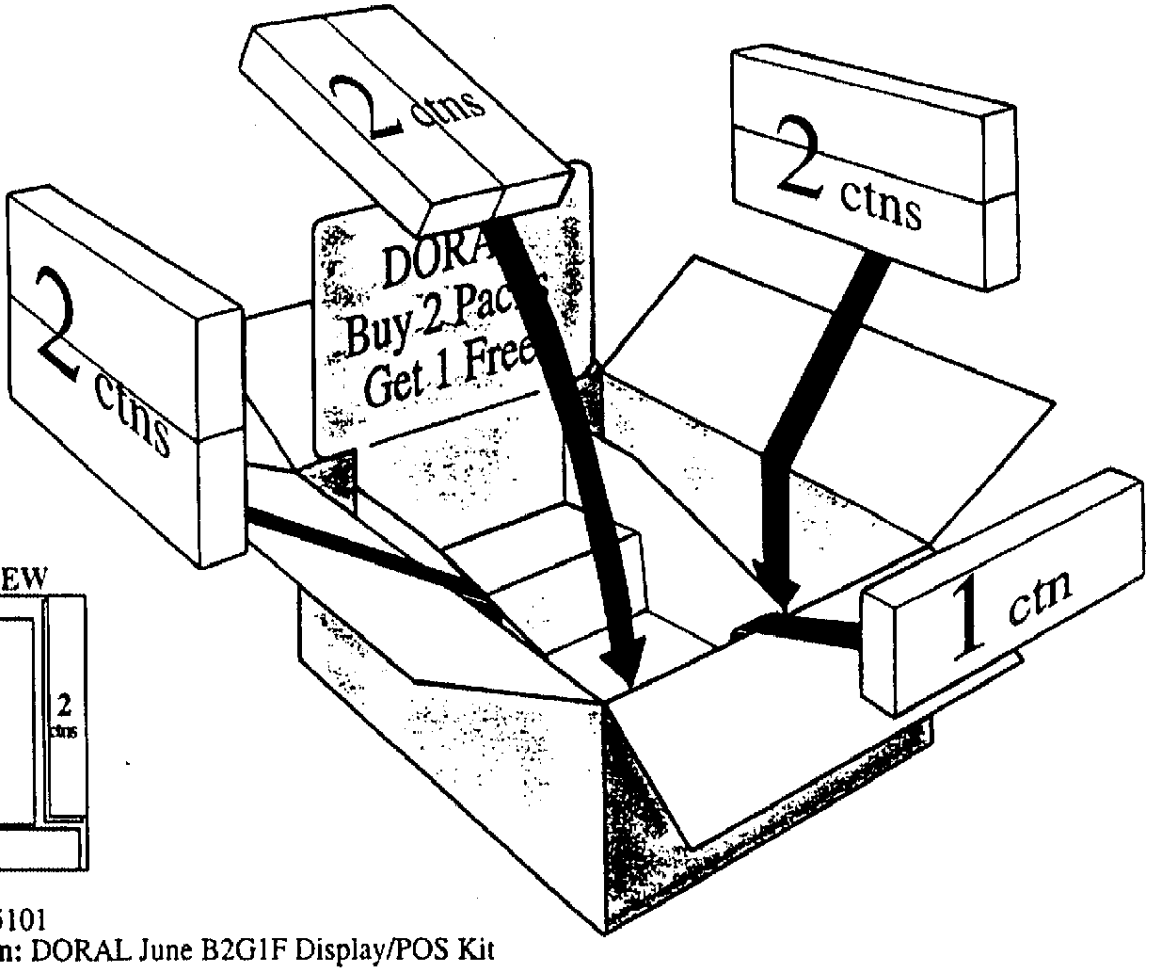
# WHOLESALER PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS - 2ND QTR.'97

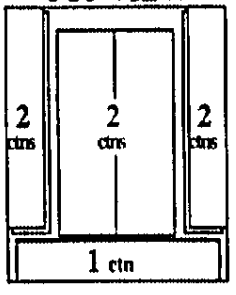
June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

**STEPS**

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.




TOP VIEW




**Item:** #525101
**Description:** DORAL June B2G1F Display/POS Kit

| Brand Style | Ff Box | LT Box | LT 100 | Ff 100 | | |
|---|---|---|---|---|---|---|
| Number of Cartons | 2 | 2 | 2 | 1 | | |

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RJR TOBACCO

**To All RJR Retail Partners**

# *RETAILER LETTER*

## *DORAL B2G1F*

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

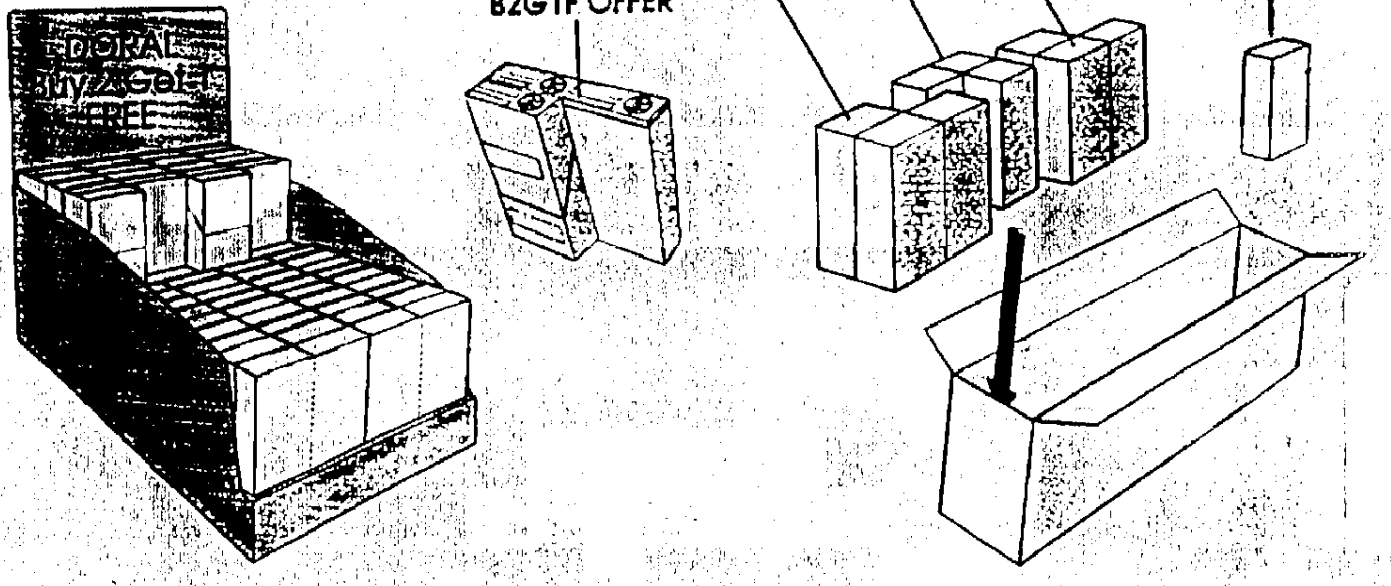
- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS.

**IMPORTANT NOTE:** THIS IS NOT A MISTAKE AT YOUR WHOLESALER.

**DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER.**

**PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.**

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

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Source: https://www.industrydocuments.ucsf.edu/docs/gjdn0000

WHOLESALER : 655364 BRU-CEL'S DISTRIBUTING CO.,INC <DIRECT>
TEMPLATE : 700272 70600 DOR JUNE B2G1F
TEMPLATE SEQ : 0096
SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 162605 | | 684578 | MIDWAY MINI MART | 5 JACKSTON AVENUE | BREESPORT | NY | 14816 | 1 | | | 912642 | (607)739-240 |
| 162607 | | 182888 | HURLERS GROCERY | 603 E MAIN ST | WESTFIELD | PA | 16950 | 1 | | | | (814)367-270 |
| 162607 | 162228 | 335894 | AUSTINBURY CTRY STO | RR 2 BOX 310 | KNOXVILLE | PA | 16928 | 4 | | | | (814)326-461 |
| 162607 | 162225 | 382720 | STATE LINE ONE STOP | RTE. 449 MAIN ST. | GENESEE | PA | 16923 | 5 | | | | (814)228-366 |
| 162607 | 162225 | 398360 | BRENNAN MARKET | MAIN STREET | ULYSSES | PA | 16948 | 4 | | | | (814)848-750 |
| 162607 | 162225 | 728526 | REEDS MARKET | 647 MAIN STREET | GENESEE | PA | 16923 | 1 | | | | (914)228-331 |
| 162607 | 162228 | 775460 | FIVE STAR BUSY MART | 400 N BUFFALO ST | ELKLAND | PA | 16920 | 5 | | | 900498 | (814)258-731 |
| 162605 | | 680048 | K&J'S KITCHEN | 3705 STATE ROUTE | BRANCHPORT | NY | 14418 | 1 | | | | |
| 162606 | 162225 | 398169 | GIANT FOOD MKT | PARK ST | WELLSVILLE | NY | 14895 | 1 | | | | (716)593-428 |
| 162607 | 162228 | 182876 | PRESTONS COLONIAL | MAIN STREET & RT | LAWRENCEVILLE | PA | 16929 | 1 | | | | (717)827-222 |
| 162607 | 162627 | 398221 | MARTINS MARKET | 98 GERMANIA ST | GALETON | PA | 16922 | 1 | | | | (814)435-229 |
| 162607 | 162628 | 398214 | MARKET BASKET 27 | LYONS STREET | SHINGLEHOUSE | PA | 16748 | 1 | | 1429-0000 | | (814)697-714 |
| 162607 | 162627 | 398225 | MARKET BASKET 6 | WEST STREET | GALETON | PA | 16922 | 1 | | 1429-0000 | | (814)435-653 |
| 162605 | 162228 | 309498 | HARRIS FOOD MART | 351 NORTON ST | ELMIRA | NY | 14901 | 3 | NYS | | | (607)732-013 |

PAGE BREAK TOTAL ACCOUNTS 14 TOTAL QUANTITY 30

TEMPLATE TOTAL ACCOUNTS 14 TOTAL QUANTITY 30

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Source: https://www.industrydocuments.ucsf.edu/docs/gjdn0000

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 05/20/97

ACCOUNT NUMBER: 655364
VOUCHER NUMBER: 15354144
DATE WRITTEN: 05/20/97
STATUS: PAID
AMOUNT PAID: 34.30

BRU-CEL DISTRIBUTING
300 RACE ST
WESTFIELD , PA 16950

SEND CHECK TO: PAYEE

| DESCRIPTION | UNITS | AMOUNT |
|---|---|---|
| '97 VAP PK & SHP | 2.45 | 34.30 |

EXPLANATION: JUNE: DORAL B2G1F PROMOTION #700272/A ZECCA

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